



Building a Diverse Coalition

January 26, 2017

Community Health Promotion Summit

Participant Tally

Where are you from in KS?

- ☐ Western
- ☐ South central
- ☐ North central
- ☐ South east
- ☐ North east

My coalition defines its area as:

- ☐ Urban
- ☐ Suburban
- ☐ Rural
- ☐ Super rural (frontier)

How long have you been involved in coalition work?

- ☐ 0-3 years
- ☐ 3-10 years
- ☐ Who can remember back that far?

Session Learning Goals

- o Reflect on your individual challenges in diverse coalition building.
- o Generate some practical ideas to address your challenges.

Session Activities

- Identify facilitators and barriers to diverse coalition building – small group brainstorming
- Personal identity, community identity and coalition identity – discussion based activity
- Diverse coalition panel
- Wrap up activity

What does diverse mean?

These are population groups with disparities in chronic disease risk factors:

- Racial/ethnic minorities
- People with mental or substance use disorders
- People living in rural communities
- People with disabilities
- People with low income/living in poverty
- People with less than a high school education
- Older adults
- People who identify as LGBT

Brainstorming Activity Directions

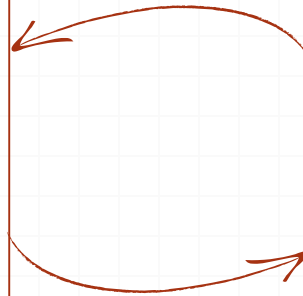
- o Gather at a urban/rural easel with 4-6 other people. Introduce yourselves.
- o In your group, discuss and record **barriers** in creating coalitions with diverse representation.
- o If you have time, you may also think of rural/urban community characteristics which may make diverse coalition building easier. (**facilitators**)
- o Gallery Walk: Look at some of the other groups' discussion notes. Are they experiencing what you are?

Strengths of Rural Communities

- Higher social capital/strong networks
- More likely to adopt ownership of prevention initiatives in their communities

Barriers to Coalition Participation

- Low population density
- Integration of newcomers or non-traditional participants can be slow
- Lack of time due to travel and cross service

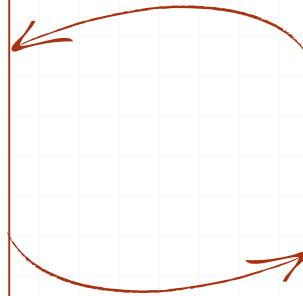


Strengths of Rural Communities

- Agencies/groups more open to collaboration
- Impactful on local decision making processes once organized

Barriers to Coalition Participation

- Service users and providers have frustration with lack of resources and services
- Perceived “lack of voice” in socio-political realm



Mind exercise

Personal identity, community
identity and coalition identity



Dimensions of Personal Identity

(Arredondo et al., 1996)

“A” dimensions of personal identity include characteristics over which we have no control, such as age, race, or gender

“B” dimensions of personal identity involve characteristics over which we can exert some control, such as education

“C” dimensions of personal identity refer to events in a particular historical moment that shape an individual

Dimensions of Personal Identity

Your Identity

"A" Dimensions

Age
Culture
Ethnicity
Gender
Language
Physical Ability
Race
Sexual Orientation
Social Class

"B" Dimensions

Educational Background
Geographic Location and Worldview
Income
Marital Status
Religion
Work Experience
Citizenship Status
Military Experience
Hobbies/Recreational Interests

"C" Dimensions

Historical Moments/Eras

Community Identity vs. Coalition Identity

The Community

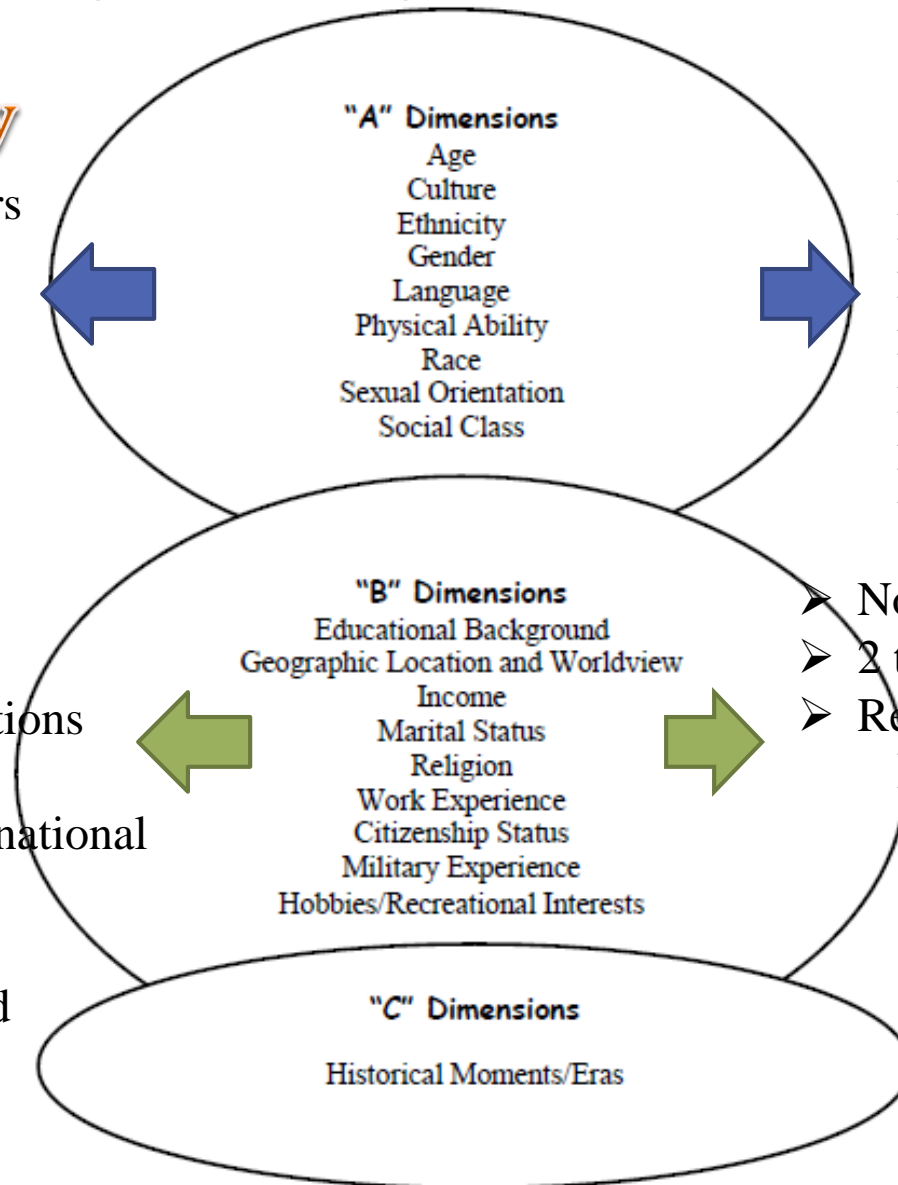
- 23.1% Under 18 years
- 16.6% Over 65 years
- 87.9% White
- 4.3% Black
- 50.5% Female
- 49.5% Male

- 1,751 Veterans
- 8 populated towns
- Religious Congregations
 - 14 Baptist
 - 5 Non-Denominational
 - 14 Methodist
 - 2 Catholic
 - 29 Other Mixed

The Coalition

- 1% Under 18 years
- 8% Over 65 years
- 99% White
- 1% Black
- 90% Female
- 10% Male

- Not Known - Veterans
- 2 towns represented
- Religious Congregations
 - Not Known



Community Identity vs. Coalition Identity

- o What are the differences?
- o What barriers can this cause in implementing evidence based prevention strategies?

Panel

Susan Lukwago,

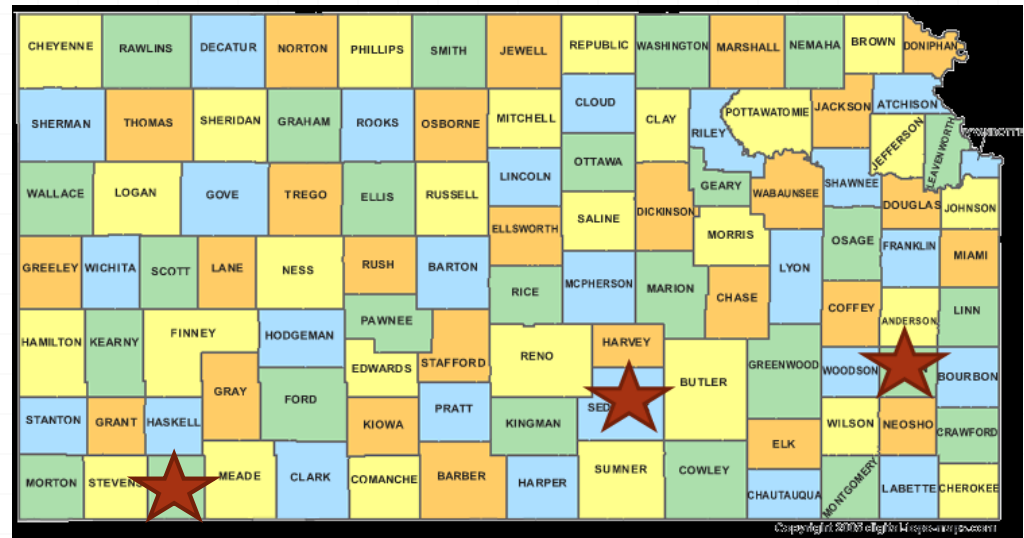
Seward County, LACF (Liberal Area Coalition for Families)

Becky Tuttle,

Sedgwick County, Wichita Health and Wellness Coalition

Damaris Kunkler,

Allen County, ACMAT (Allen County Multi-Agency Team)



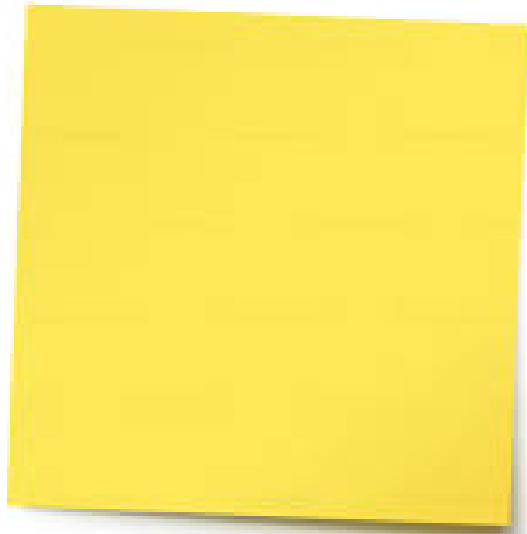
Panelist Questions

- o Describe a time you successfully recruited a new partner to your coalition. Why did you want them to become involved? What do you think made your recruitment strategy work?
- o What kind of perspectives do diverse partners bring? Please describe an example from your work.
- o Q&A
- o Who's missing from your table right now?



Wrap Up

Write down a potential diverse partner...



- o How will you approach him?
- o How will you encourage him to invest in your community coalition?

Further Resources

COMMUNITY TOOL BOX

Toolkit 8. Increasing Participation and Membership

- <http://ctb.ku.edu/en/increasing-participation-and-membership>

Chapter 7. Encouraging Involvement in Community Work

Section 2: Promoting Participation Among Diverse Groups

- <http://ctb.ku.edu/en/table-of-contents/participation/encouraging-involvement/diverse-participation/main>



For More Information:

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